

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1– 15. (Cancelled)

16. (Currently Amended) A ~~process~~ method for enhancing viewership of television advertisements, comprising:

receiving, by a digital video recorder (DVR), a program segment containing a commercial break;

playing the program segment to a viewer;

detecting, by the DVR, an in-band signal associated with the program segment, the in-band signal containing information about each of the commercials in the commercial break;

in response to detecting the in-band signal[[.]];

creating, by the DVR, a menu based on the information contained in the in-band signal about each of the commercials in the commercial break, and

displaying, by the DVR, ~~[[a]]~~ the menu as specified by the in-band signal;

~~pausing playback of the program segment, by the DVR, while displaying the menu; and wherein the viewer is allowed to either skip past the menu and continue viewing the program segment, thereby causing the DVR to unpause the playback of the program segment, or select a particular item in the menu~~

while displaying the menu, pausing playback of the program segment by the DVR and the user is allowed to select between skipping past the menu to continue viewing the program segment and selecting a particular item in the menu.

17. (Cancelled)

18. (Currently Amended) The ~~process~~ method of Claim 16, wherein the in-band signal comprises a tag that triggers the DVR to display the menu; and wherein the tag includes information to be displayed in the menu.

19 - 39. (Cancelled).

40. (Currently Amended) The ~~process~~ method of Claim [[18]] 16, wherein the pausing step is triggered by the DVR upon detection of an in-band signal.

41. (Cancelled)

42. (New) An apparatus, comprising:

one or more processors;

a receiving subsystem that receives, by a digital video recorder (DVR), a program segment containing a commercial break;

a playing subsystem that plays the program segment to a viewer;

a detecting subsystem in the DVR that detects an in-band signal associated with the program segment, the in-band signal containing information about each of the commercials in the commercial break;

responsive to detecting the in-band signal:

a creating subsystem in the DVR that creates a menu based on the information contained in the in-band signal about each of the commercials in the commercial break;

a displaying subsystem in the DVR that displays the menu;

a pausing subsystem in the DVR that that pauses playback of the program segment while displaying the menu and the user is allowed to select between skipping past the menu to continue viewing the program segment and selecting a particular item in the menu.

43. (New) The apparatus of Claim 42, wherein the in-band signal comprises a tag that triggers the DVR to display the menu; and wherein the tag includes information to be displayed in the menu.

44. (New) The apparatus of Claim 42, wherein the pausing subsystem is triggered upon detection of an in-band signal.

45. (New) A computer-readable storage medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors perform the steps of:

receiving, by a digital video recorder (DVR), a program segment containing a commercial break;

playing the program segment to a viewer;

detecting, by the DVR, an in-band signal associated with the program segment, the in-band signal containing information about each of the commercials in the commercial break;

in response to detecting the in-band signal:

creating, by the DVR, a menu based on the information contained in the in-band signal about each of the commercials in the commercial break, and displaying, by the DVR, the menu;

while displaying the menu, pausing playback of the program segment by the DVR and the user is allowed to select between skipping past the menu to continue viewing the program segment and selecting a particular item in the menu.

46. (New) The computer-readable storage medium of Claim 45, wherein the in-band signal comprises a tag that triggers the DVR to display the menu; and wherein the tag includes information to be displayed in the menu.

47. (New) The computer-readable storage medium of Claim 45, wherein the pausing step is triggered by the DVR upon detection of an in-band signal.